



J.D. Power Award Marketing Guide

*Leveraging J.D. Power Recognition to Grow Your Business,
Influence Consumers and Gain Sales*

Congratulations!

This J.D. Power Award Marketing Guide is designed to help you discover the many ways your J.D. Power awards can be promoted in marketing and advertising materials. Included are the following sections:

- Award & Disclaimer Language
- Kickoff Activities
- Quick Tips
- Talking Points
- Templates
- Award Use Guidelines

Available Award: KIA

Your organization's commitment to excellence has resulted in the following J.D. Power award, which has been licensed for use in your advertising, promotional and marketing campaigns until April 30, 2018.

Model Awards

Kia Soul

- ❖ **Award Claim:** "Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, 3 Years in a Row"
- ❖ **Disclaimer:** The Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality among compact multi-purpose vehicles in the J.D. Power 2015-2017 U.S. Initial Quality Studies. 2017 study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars.

Kia Sorento

- ❖ **Award Claim:** "Highest Ranked Midsize SUV in Initial Quality, 2 out of 3 Years in a Row"
- ❖ **Disclaimer:** The Kia Sorento received the lowest number of problems per 100 vehicles reflecting higher quality among midsize SUVs in the J.D. Power 2015 and 2017 U.S. Initial Quality Studies. 2017 study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars.

Kia Forte

- ❖ **Award Claim:** "Highest Ranked Compact Car in Initial Quality"
- ❖ **Disclaimer:** The Kia Forte received the lowest number of problems per 100 vehicles reflecting higher quality among compact cars in the J.D. Power 2017 U.S. Initial Quality Study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars.

Kia Cadenza

- ❖ **Award Claim:** "Highest Ranked Large Car in Initial Quality"
- ❖ **Disclaimer:** The Kia Cadenza received the lowest number of problems per 100 vehicles reflecting higher quality among large cars in the J.D. Power 2017 U.S. Initial Quality Study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars.

Kia Niro

- ❖ **Award Claim:** “Highest Ranked Small SUV in Initial Quality”
- ❖ **Disclaimer:** The Kia Niro received the lowest number of problems per 100 vehicles reflecting higher quality among small SUVs in the J.D. Power 2017 U.S. Initial Quality Study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars.

Combined IQS Award Language

- ❖ **Award Claim:**
“Highest Ranked Large Car, Compact Car, Small SUV, Midsize SUV, and Compact Multi-Purpose Vehicle in Initial Quality”
- ❖ **Disclaimer:** The Kia Cadenza, Kia Forte, Kia Niro, Kia Sorento, and Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality in their respective segments in the J.D. Power 2017 U.S. Initial Quality (IQS) Study, based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars.

Brand Claims

In Kia communications, the following additional brand claims may be cited in addition to (not as a substitute for) the combined IQS award Claims listed above. This brand claims can be used as a headline or in advertising body copy and must be in close proximity to the combined IQS award Claims. Also, at least one awarded model must be featured in the ad.

- ❖ **Brand Claims:**
 - Option 1: Kia is the highest ranked brand in initial quality for the second consecutive year and has received more awards than any other brand in the J.D. Power 2017 U.S. Initial Quality Study.
 - Option 2: Highest ranked brand in Initial Quality, two years in a row.
 - Option 3: Kia has received more J.D. Power Initial Quality awards than any other brand.

Kickoff Activities

After J.D. Power has received a signed license agreement and Purchase Order (if applicable), J.D. Power will provide you with high resolution trophy artwork files and begin providing ad approvals for your marketing and advertising materials. J.D. Power can work directly with your in-house marketing department, external ad agencies, or marketing firms working on your behalf.

Approval Process

All marketing, promotional, and other external written communications that feature J.D. Power awards, study information, or the J.D. Power name must be approved in writing by J.D. Power prior to publication.

- To receive approval, please send materials to Shelby Block at permissions@jdpa.com. For questions, please call 805.418.8809.
- Please allow 1-2 business days for response.

Trophy Artwork Access

J.D. Power provides customized high resolution artwork of the full trophy image in JPEG and PNG formats. Also provided are EPS and JPEG files that include the center medallion and nameplate only. You are welcome to visit the site below and use the EPS/JPEG files to create different photographic representations of the trophy.

- <http://www.jdpower.com/syndicated-awards-program-resources>
- Username: jdpawards
- Password: awards

Promotional Merchandise

Trophies and customized lapel pins are a great way to promote your award, reinforce your commitment to satisfaction, recognize employees during in-person interactions, and are ideal for corporate lobbies, trade shows, and agency/branch locations. For more information, please contact Jessica Miller at 805-418-8917 or Jessica.Miller@jdpa.com

Quick Tips

Below are some general guidelines for quick reference. On page 4 of this Guide you will find the complete advertising guidelines.

1. All materials must include the full and complete "Claim" (i.e. award language) as listed on page 1 of this Guide. The Claim must be in initial case with quotation marks.
2. Always include the disclaimer that is featured on page 1 of this Guide. The disclaimer can be in smaller, legal copy, for instance, as a footnote. For online uses, the disclaimer may be "one click" away.
3. Factor performance claim may be used in body copy or bullet points in materials featuring the Claim.
4. Use of the award trophy is optional. However, when used, the full trophy must be used and the Claim must always accompany the trophy.
5. J.D. Power awards may not be used to denigrate the competition or substantiate a competitive advantage against a competitor.
6. The terms "win," "winning," "first" or "best" are not permitted.

Promoting the J.D. Power Award

There are many effective and engaging ways to promote your J.D. Power awards with customers, prospective new customers and stakeholders. To help your marketing team promote this achievement, J.D. Power can provide examples of advertisements and marketing materials that feature the J.D. Power Awards. Below are just a few ways that we recommend that you promote your accomplishment using your J.D. Power award.

- **Print:** Newsletters, informational brochures, direct mail, magazines, press releases, flyers
- **Sales:** Sales materials and customer representative talking points
- **Online:** Website, social media, mobile app, e-mail marketing, e-signatures, SEM/SEO
- **Broadcast:** TV and radio ads, videos, on-hold messaging
- **Signage:** Billboards, posters, tradeshow and community event displays
- **Merchandise:** Trophies & lapel pins available for purchase



Kia is the highest ranked brand in initial quality for the second consecutive year and has received more awards than any other brand in the J.D. Power 2017 Initial Quality Study

The Kia Soul, Sorento, Forte, Cadenza, and Niro are the
"Highest Ranked Compact Multi-Purpose, Midsize, SUV, Compact Car, Large Car, and Small SUV in Initial Quality"



CHEVY. MORE J.D. POWER INITIAL QUALITY AWARDS THAN ANY OTHER BRAND.² 4 YEARS IN A ROW.

From design and safety to performance and fuel efficiency, Chevrolet vehicles consistently earn top marks and prestigious awards from respected automobile organizations. Visit Chevrolet.com/SeeChevyAwards for the latest information on accolades from J.D. Power, NHTSA, IHS, the automobile news media and more.

SPARK EQUINOX SILVERADO 1500 SILVERADO HD TAHOE

SPARK
"Highest Ranked Small SUV in Initial Quality in the U.S."

'Surprise' is what we do

NIRO
"Highest Ranked Mid-Size Premium Vehicle in Initial Quality in the U.S., Two Years in a Row!"

KIA
The Power to Surprise.

FORD ESCAPE IS HIGHEST RANKED

Quality. Just one of its many qualities.

J.D. Power ranked the Ford Escape "Highest Ranked Compact SUV in Initial Quality in the U.S." an accolade of excellence which reflects superior engineering, quality control and customer care. To learn more about the award-winning features and design that set the SUV apart, visit www.ford.com.

Ford
Go Further

THE NEW CHRYSLER 300

"HIGHEST RANKED LARGE CAR IN INITIAL QUALITY"

The U.S. News & World Report, Best Automobile

EVEN THEIR FEATURES FEATURE FEATURES.

2016 MALIBU
"Highest Ranked Mid-Size Sedan in Initial Quality in the U.S."

2016 EQUINOX
"Highest Ranked Mid-Size Premium Vehicle in Initial Quality in the U.S., Two Years in a Row!"

2016 CRUZE
"Highest Ranked Compact Car in Initial Quality in the U.S."

2016 CAMARO
"Highest Ranked Sports Car in Initial Quality in the U.S."

OUR CARS RECEIVED EIGHT OF THESE QUALITY AWARDS. BUT IT'S OUR EMPLOYEES WHO EARNED THEM.

The results are in. And we couldn't be more proud of our people and our cars. General Motors is the only car company in America to receive eight J.D. Power and Associates Initial Quality Study awards. Find out more about our superior quality at GM.com.

YOU SEE EIGHT QUALITY AWARDS. WE SEE THOUSANDS OF TRULY SATISFIED OWNERS.

EIGHT SHINING EXAMPLES OF THE QUALITY OF OUR VEHICLES, AND THE QUALITY OF OUR EMPLOYEES.

GENERAL MOTORS

GM is the "Highest Ranked in Initial Quality for Midsize Sporty Car (Buick), Large Car, Large SUV, Large Heavy Duty Pickup, Large Light Duty Pickup (three models in a tie), Large Premium SUV, Sub-Compact SUV (Buick)".

GENERAL MOTORS

THE REAL SHINING EXAMPLES OF OUR COMMITMENT TO QUALITY AREN'T THESE AWARDS. THEY'RE OUR VEHICLES.

GM

QUALITY AWARDS. QUALITY EMPLOYEES.

For J.D. Power award information, visit JDPower.com/GM.

GENERAL MOTORS

CHEVY HAS EARNED MORE 2016 J.D. POWER VEHICLE QUALITY AWARDS THAN ANY OTHER BRAND.

"MOST DEPENDABLE MIDSIZE CAR, COMPACT SUV, LARGE HEAVY DUTY PICKUP AND MIDSIZE SPORTY CAR."

For J.D. Power award information, visit JDPower.com/GM.

GENERAL MOTORS

2017 Guidelines for Licensed Use of J.D. Power Claims and Awards (Eff. 06/2017)

These guidelines are not intended to address every situation that J.D. Power may find objectionable, offensive, misleading, or not in keeping with its public brand use standards. Please note that all uses of the J.D. Power award must be approved prior to use. Submit all materials to:

Shelby Block

Phone: 805.418.8809

Email: permissions@jdpa.com

Procedures for Use

- 1) J.D. Power will begin reviewing advertisements and promotional materials upon receipt of a signed license agreement and a copy of a purchase order for the license, where applicable.
- 2) Proposed uses must include a representation of the layout and visuals that will accompany the execution. Concepts cannot be given final approval without supporting body copy.
- 3) J.D. Power will attempt to process all reviews within three business days of receipt.

General Policies

- The entire claim must be used, including the segment or category, tie or region. The claim must have initial caps and quotation marks, and all words in the claim in the same format, color, size and font style. Claims may be paraphrased in secondary references.
- A generic reference of “#1” or “Best in Class” may not be used in lieu of the full claim.
- J.D. Power will not approve any ad that is denigrating to specific competitors or that uses the claim to substantiate a competitive advantage by comparison against a competitor. In many circumstances, this requires that competitors not be named in the ad.
- Use of the J.D. Power trade name and service mark may not in any way imply endorsement of advertising claims.
- Previous year’s claims may be referenced if they are included in Exhibit 1 of the current license agreement and are 1) consecutive or 2) consecutive less one year, for instance, “5 out of 6 years in a row.” (Rev. 6/2016)
- There can be no inference that people included in the ad or other promotional use were respondents to the study.
- No ranking charts may be used, except for one that shows the Licensee’s score and the industry average.
- If referenced in Exhibit 1, the study factor(s) where the Licensee received the highest score may be mentioned as a copy point in written materials. For all online uses of the claim, please link back to the jdpower.com website.
- Where multiple geographic claims have been awarded, each claim may only be used within its applicable region and not across regions or in combined geographic claims, except for Licensee’s website, social media and press releases.

Claim/Award

- The claim must be separated from the disclaimer and larger than the disclaimer text.
- The J.D. Power claim and award must be positioned separately from all other statements and claims, awards or accolades.
- The claim may be shortened in forms of social media or online text ads with character restrictions, such as Twitter or Google Ad Words.
- The claim must be used with the company/ product/service for which it was received. It may not imply that other products or services that were not included as part of the study received the award.

Disclaimer

- The disclaimer identifies the J.D. Power study from which the claim is derived, identifies the number of respondents, and includes a brief description of what was measured.
- If the disclaimer is on a page separate from the claim, a reference mark should be used. For online uses the disclaimer may be one link away.
- The full disclaimer is to be used as a footnote or legal copy any time the claim is cited except that billboards, TV and radio may use a shortened disclaimer: “For J.D. Power award information, visit JDPower.com.”
- The disclaimer may be omitted for annual reports and business stationary.

Medallion/Logo/Trophy

- The trophy is optional but may not be used without the claim. If the trophy is used, it is to be supported by the claim either in copy appearing on the same page or directly below the trophy.
- If the trophy is used, the full trophy must be used and may not be incorporated into any other design or logo.

J.D. Power Award Marketing Guide: 2017 U.S. Initial Quality Study (IQS)

- The trophy should not be represented as line art, a computerized presentation, cartoon-like drawings, other graphics that create an award like representation, or any other non-photographic representation.
- A distance the width of the outer black line of the medallion should surround the trophy. The medallion portion of the trophy must be legible.
- The J.D. Power corporate logo may not be used.

| Prohibited Terms | Alternatives |
|---------------------------|---|
| #1, First | Ranked Highest |
| Won, win, winner, winning | Awarded, received, recipient, recognized, honored |
| Preferred, Better, Best | Excellent, superior, exceptional, outstanding |
| Rated by J.D. Power | Ranked by J.D. Power, Rated by our Customers |
| Proof, Proven | Indication, show, demonstrate |
| Verified, Confirms | Reported, shown, demonstrates |
| Voted, Judged | Ranked |